

Intel® Centrino® Duo Mobile Technology

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Agenda

'05/'06 Notebook Market Growth

Client Shift to Mobility

Value of Intel® Centrino® Duo

Ramp of Intel® Centrino® Duo

Next Generation Processor



2005 Notebook TAM Forecast



Notebook Market Growth Exceeded Expectations in '05
>1.3x Growth from '04 to '05 (48->63Mu)

2006 Notebook TAM Forecast



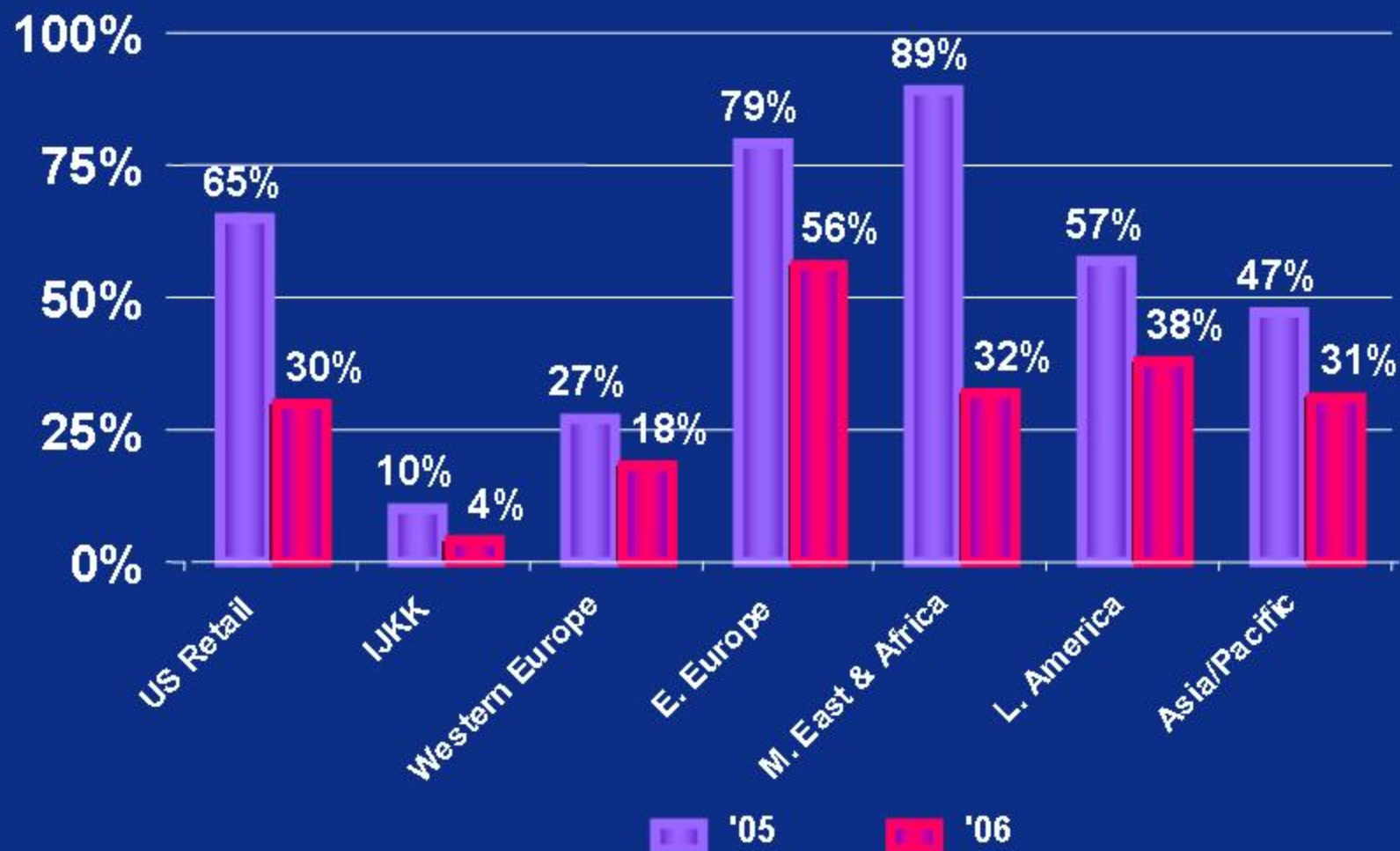
~1.23x Market Growth Currently Projected for '06

**Note: Garter total = 62.9Mu; IDC total = 64.7Mu

Source: Gartner Quarterly PC Forecast,
Aug & Dec 2005



Notebook Growth World Wide



Significant growth in Emerging Markets



Shift to Mobility

Notebook PC Mix as % Intel Client CPU



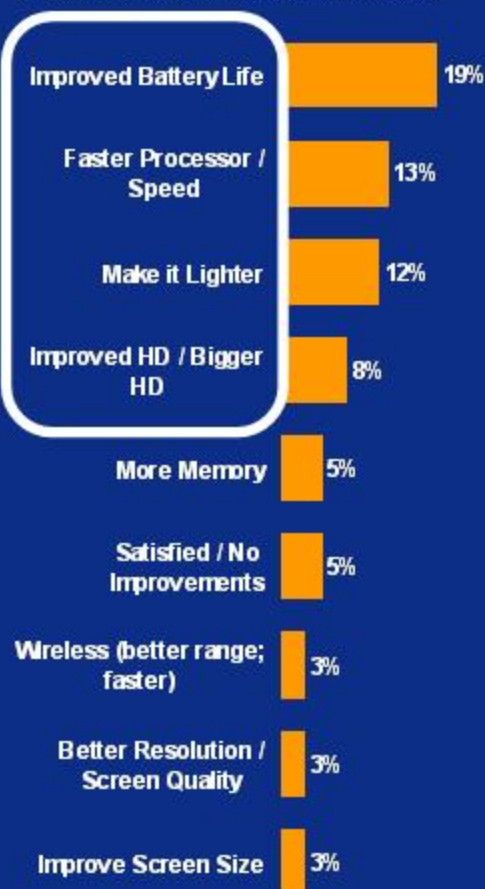
Approaching 40% NB Client Mix by End of '06



Market Research

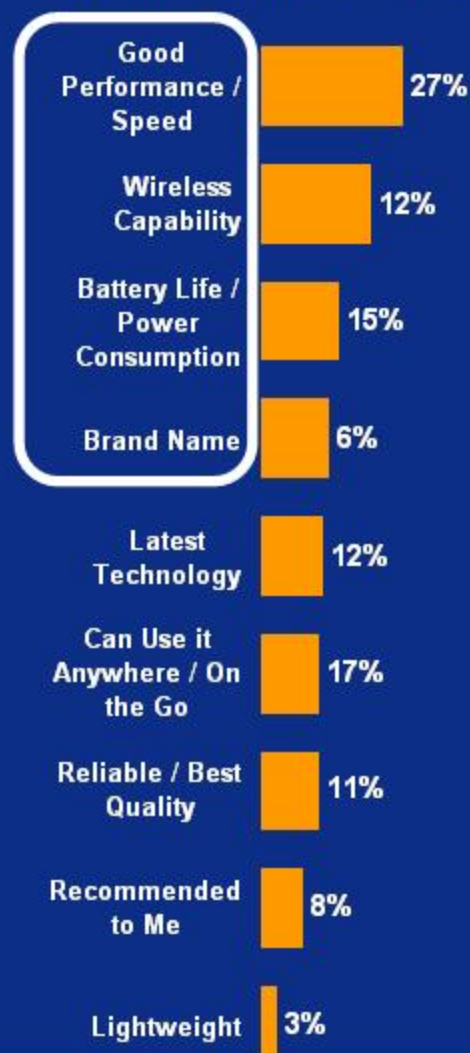
What would you most like to see improved on your laptop?

[Open Ended, Unaided, All Markets]



Why buy CMT?

Base: Unaided, Those who sought CMT

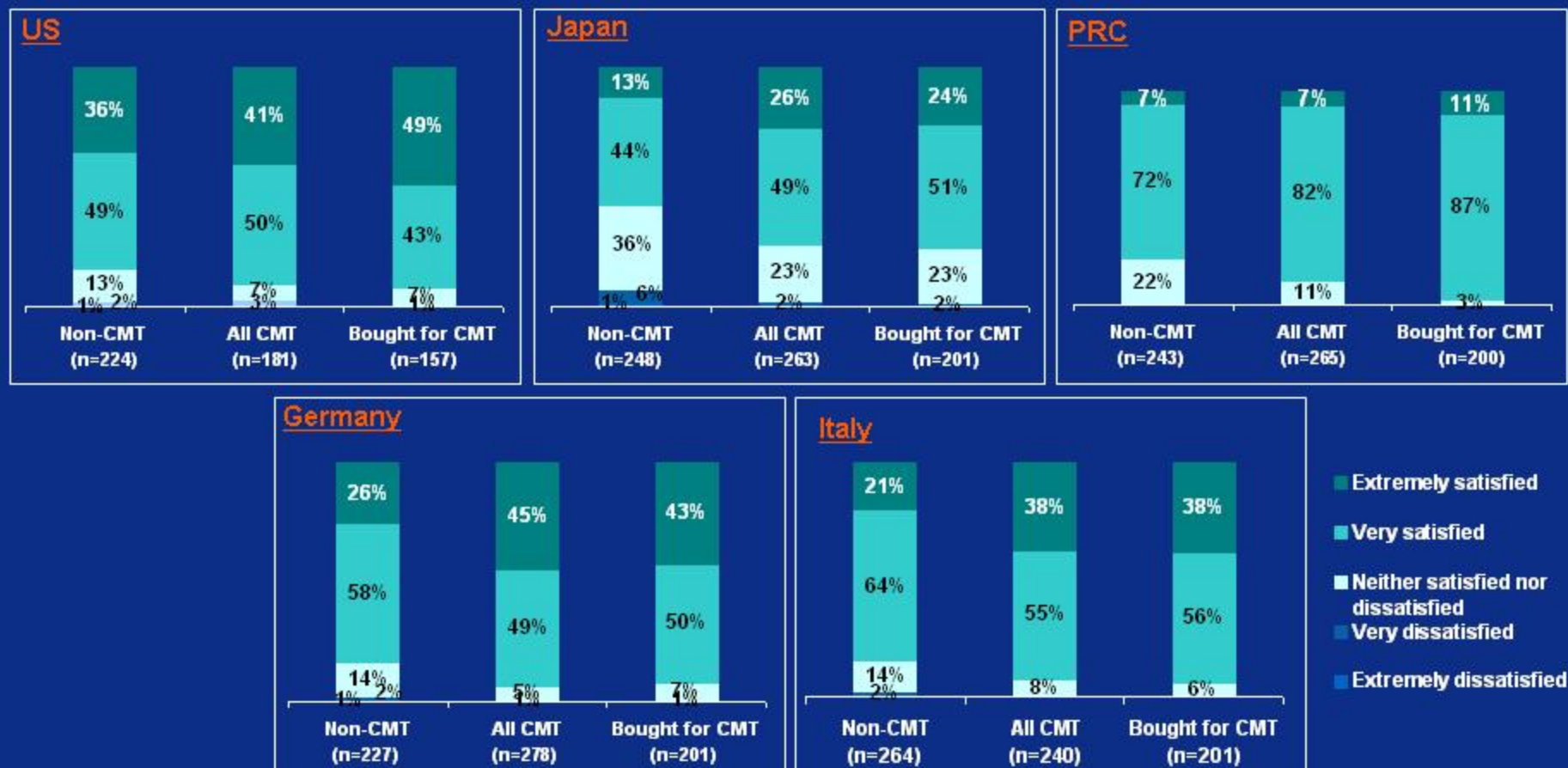


Source: Intel Internal Research (Q1'06)

Continued Importance of 4 Vectors of Mobility



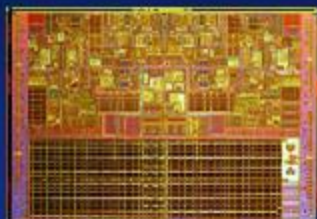
Satisfaction with Laptop – Detail by Country



Those who bought for Centrino and Centrino owners are more satisfied with their laptop than Non-Centrino owners in ALL markets surveyed

Intel® Centrino™ Duo Mobile Technology

Intel® Core™
Duo Processor
667 MHz FSB



Mobile Intel® 945
Express Chipset
Family



Intel® PRO/Wireless
3945ABG Network
Connection

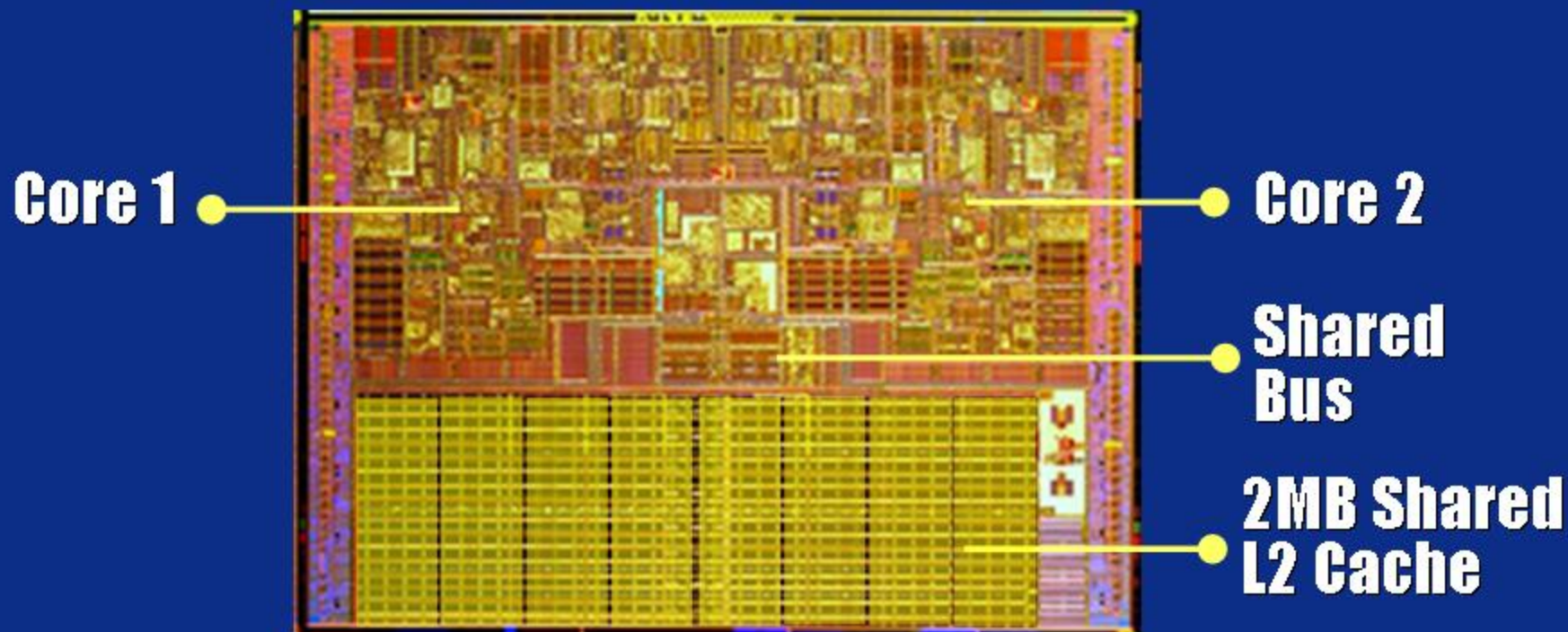


Intel's first **dual core** processor **designed from the ground up for mobile**, and manufactured on Intel's leading **65nm process** technology

The new Mobile Intel® 945 Express Chipset Family with support for **faster processor and memory buses**, **improved graphics (Vista* Ready)** and **low power** capabilities

The new Intel® PRO/Wireless 3945ABG network connection with **security support** and **new capabilities** for high performance connections

Intel® Core™ Duo: Revolutionary Processor

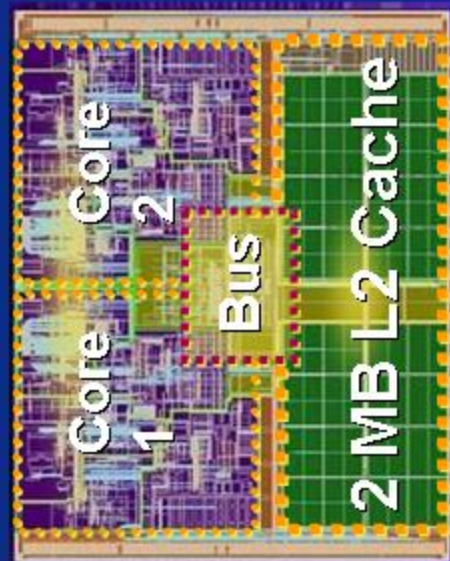


**New
New**

Designed with:
Dynamic Intel® Smart Cache Sizing
and Enhanced Intel® Deeper Sleep



Intel® Core™ Duo Processor with Intel® Smart Cache



Intel® Smart Cache

- Shared L2 enables access to full cache size when only one core is active
- Shared L2 minimizes bus traffic by allowing both cores to access single copy of data
- L2 & DCU data pre-fetchers and deeper write output buffer for improved cache performance
- Shared Bus router enables cache resource optimization in single & dual-core mode
- Bandwidth Adaptation Buffer enables 2x average L2 bandwidth when both cores are active

Smarter and more efficient cache & bus design to enable better performance, responsiveness & power



Advancing The Four Vectors



Performance

Up to 70%[‡] performance gain with the revolutionary dual-core processor for new levels of responsiveness

Battery Life

Low power technologies enable 28%[‡] Intel component average power saving for improved battery life



Wireless

More connectivity options and support for latest security standards to connect with confidence

Form Factor

> 30%[‡] platform component size reduction and low thermal power options enable variety of designs



[‡]70% performance increase as measured by SPECint_{rate_base2000}; 28% average power saving as measured by MobileMark[®] 2005 for Processor, Chipset and Wireless components; >30% platform component size reduction as measured by physical size of the Intel components

Multitasking

Digital Office: Multitasking and Responsiveness

Experience amazing responsiveness when running multiple applications at once.. With the breakthrough performance of the Intel® Core™ Duo Processor you have the power to archive email messages, view PowerPoint® presentations, and run Excel® calculations simultaneously. With power optimized Intel® Centrino® Duo mobile technology you can concentrate on your business tasks without the need to manage your own system resources for better responsiveness.

Microsoft Outlook®, PowerPoint®, Excel®, and McAfee® VirusScan®



Figure 1. Intel® Centrino® Duo mobile technology performance and power efficiency with business application productivity and system protection

High Definition Video



Digital Home: DVD Creation and High Definition Playback

Why wait to enjoy high definition video? With Intel® Centrino® Duo mobile technology you can preserve your family's memories on DVD while watching your favorite high definition video. This multitasking scenario shows that the Intel® Core™ Duo processor has the capability to enable brand new usage models for consumers so they can have more fun on-the-go while consuming less energy.

Microsoft® Windows® Media Player® 10 and Pinnacle® Studio® 9b

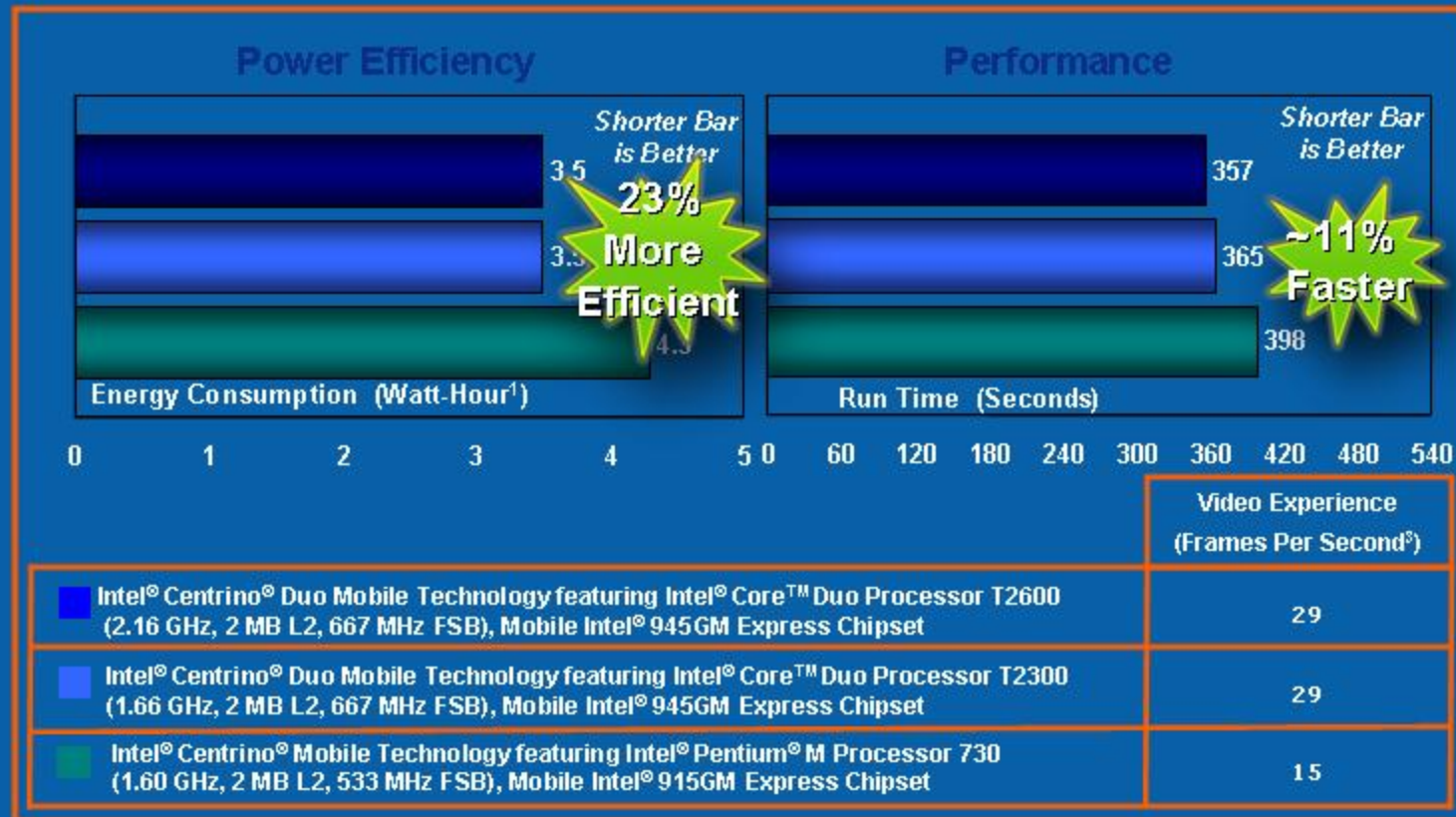
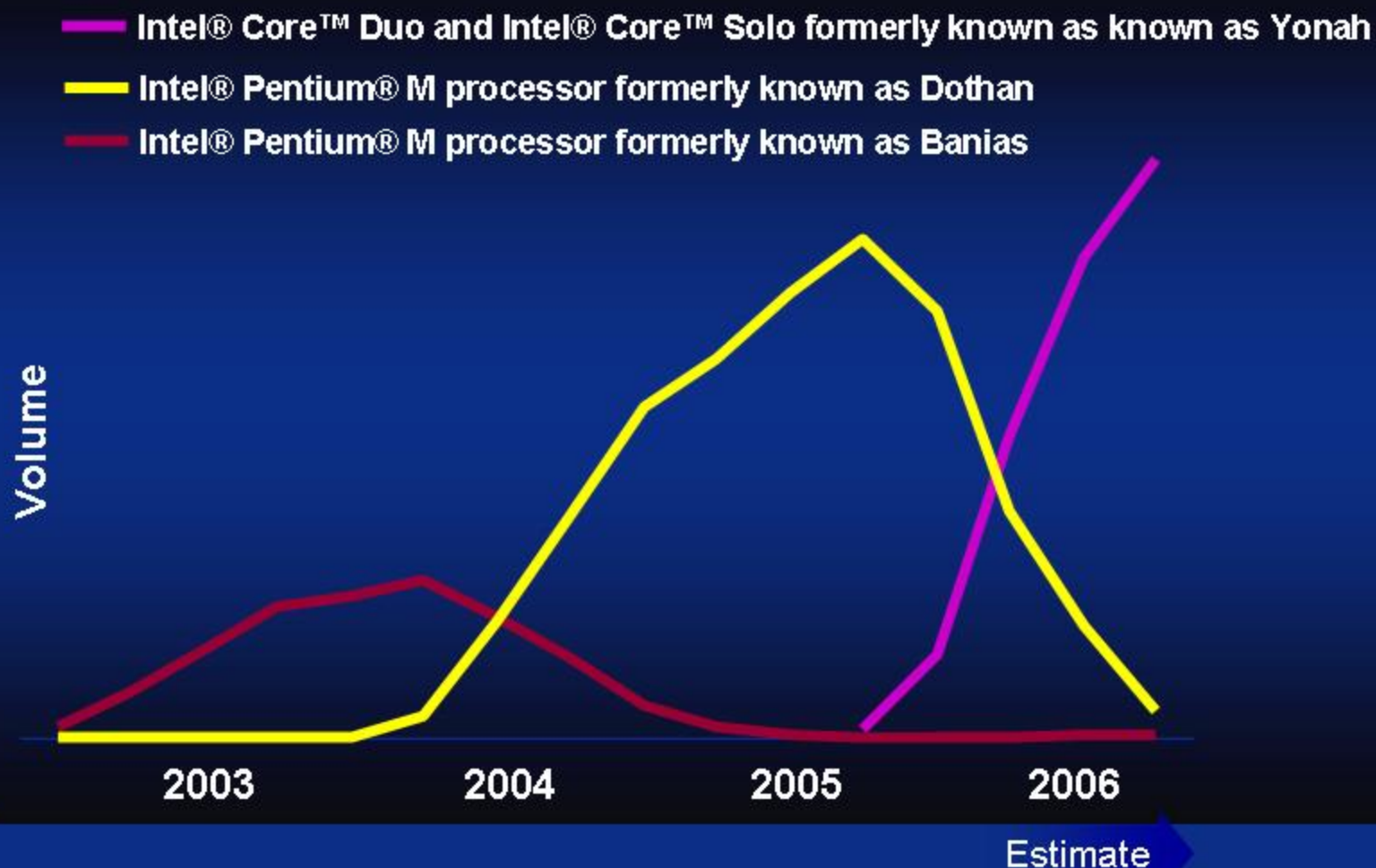


Figure 1. Intel® Centrino® Duo mobile technology performance and power efficiency with DVD creation and high definition playback

Mobile CPU Ramp



Intel's Fastest Ramp Ever



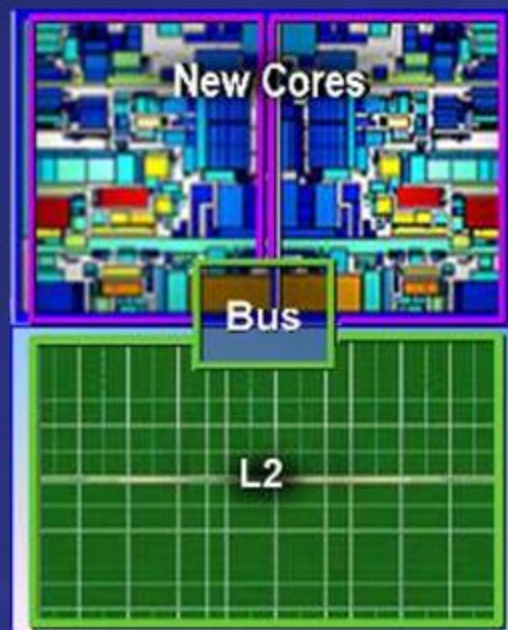
Merom Key Features

Dual Core with
Next Generation
Micro-architecture

Intel® Extended
Memory 64 Technology

Up to 4MB Cache
Faster Front Side Bus
Higher Core
Frequencies

Improved Power
Management &
Performance Features



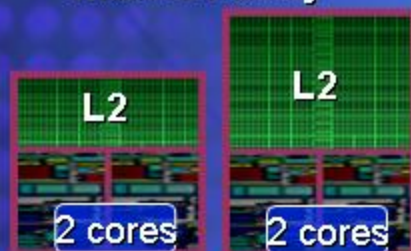
New higher-performing, more efficient engine

Platform Scalable Micro-Architecture

*Next Generation Micro-Architecture***

Mobile Platform

Merom Family

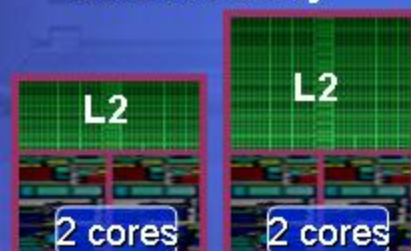


Mobile Optimized

- Mobility TDP Envelope
- Mobile Platform FFs
- 2 Execution Cores – 65nm
- Mobile Power Optimizations
- Mobile Client *Ts

Desktop Platform

Conroe Family



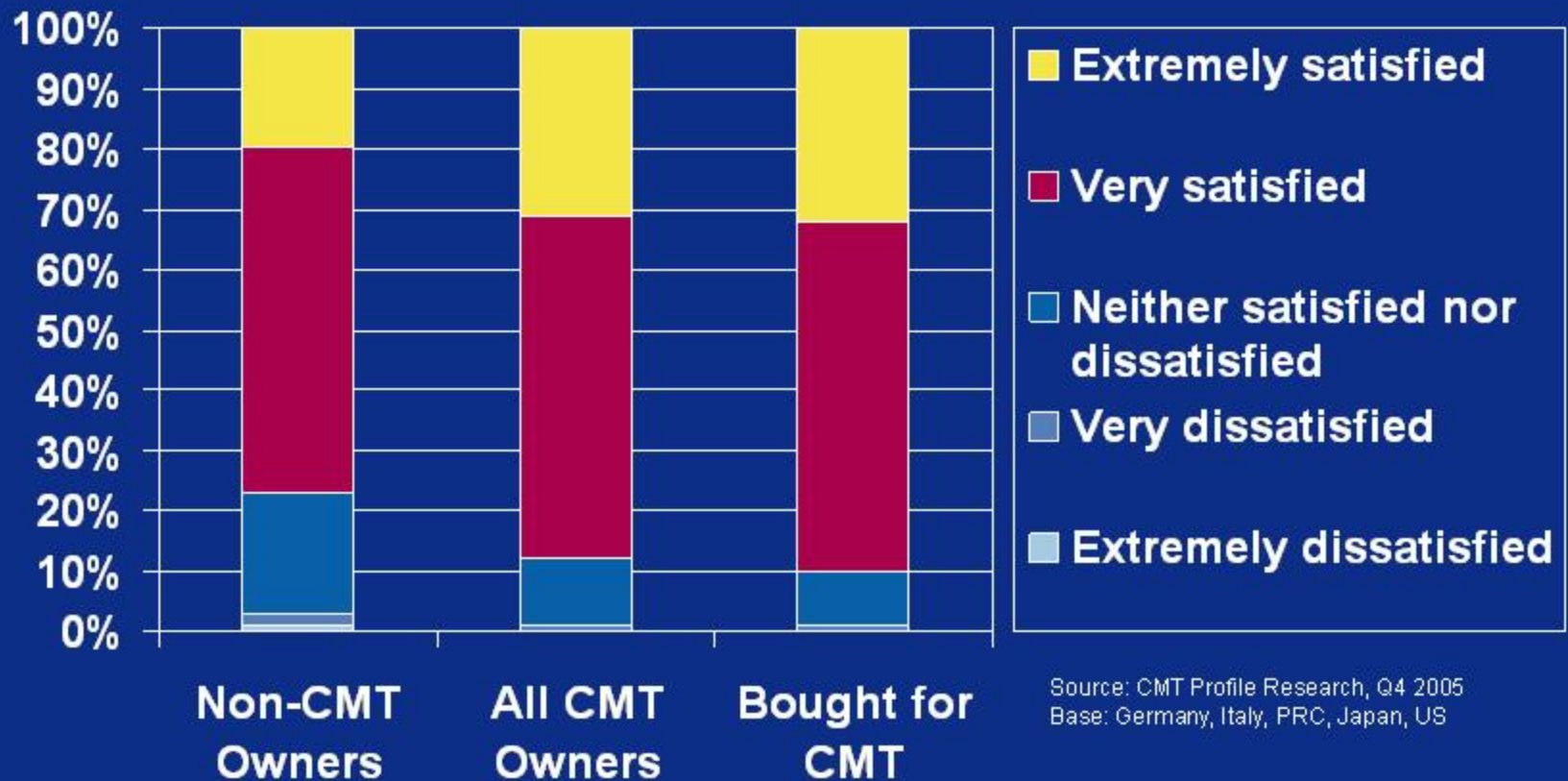
Desktop Optimized

- 65W Target TDP
- Smaller Desktop Platform FFs
- 2 Execution Cores – 65nm
- Multiple L2 Cache Sizes
- Desktop Client *Ts

Summary

- Significant Growth in Mobile Market
- Intel® Centrino® Duo technology excels on all vectors of mobility
-
- Intel® Centrino® Duo platform delivers > 70% performance with 28% savings in power
- Mobile Ramp will be fastest in Intel history
- Merom extends mobility advantage in 2H'06

Satisfaction with Laptop



CMT owners are much more satisfied with their Notebook than non-CMT owners in all Geographies



Disclaimer

System performance, battery life, high-definition quality and functionality, and wireless performance and functionality will vary depending on your specific operating system, hardware and software configurations. References to enhanced performance as measured by SYSMark* 2004, PCMark* 2005 and 3DMark* 2005 refer to comparisons with previous generation Intel® Centrino® mobile technology platforms. References to improved battery life as measured by MobileMark* 2005, if applicable, refer to previous generation Intel Centrino mobile technology platforms. Wireless connectivity and some features may require you to purchase additional software, services or external hardware. Availability of public wireless LAN access points is limited, wireless functionality may vary by country and some hotspots may not support Linux-based Intel Centrino mobile technology systems.

See http://www.intel.com/products/centrino/more_info for more information.

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